



**JOHN BEN SNOW**  
MEMORIAL TRUST  
ANNUAL REPORT 2019



**INVESTING IN THE COMMUNITY**



**INVESTING IN PEOPLE**



**INVESTING IN THE FUTURE**

# THE JOHN BEN SNOW MEMORIAL TRUST

## About John Ben Snow

---



John Ben Snow was born and raised in Pulaski, New York, a small village north of Syracuse. He graduated from New York University in 1904 and soon thereafter entered F.W. Woolworth & Company. A man of vision, he was attracted to mass market sales and introduced innovative retailing techniques. He rose rapidly through the ranks from stock boy to corporate director, initially in New York, and finally in Great Britain, where he accumulated a small fortune through hard work, savings and wise investments. After retiring from Woolworth in 1939, Mr. Snow devoted the remainder of his life to building the Speidel chain of newspapers and publishing the *Western Horseman*. He was fond of animals, especially horses, enjoyed racing, fox hunting, polo and range riding. Throughout his life, John Ben Snow shared his wealth with relatives, friends, business associates and fellow Pulaskians. He gave generously and freely to those persons and causes he cherished. He preferred to “invest” in people, especially the young, by making available financial assistance. He also believed in improving the quality of life in a variety of communities. To further these and other philanthropic causes, he provided in his will for a charitable trust.

In 1975, two years after his death, The John Ben Snow Memorial Trust was established in New York. The four original trustees were a member of the Snow family, a lawyer, a publishing associate and a corporate trustee, the Irving Trust Company, now BNY Mellon N.A.. All were close to the donor and aware of his beliefs, values and ideals. The individuals named as trustees and their successors were empowered to grant funds for educational, scientific and humanitarian purposes to qualified organizations. They meet once a year, usually in June.

# THE JOHN BEN SNOW MEMORIAL TRUST

## FUNDING POLICIES

The Memorial Trust strategically focuses funding within core geographic regions of the United States and across specific program areas (prioritized below) while responding to the ever-changing needs of targeted populations, especially to the needs of youth and people who are disadvantaged economically, emotionally, or physically.

**Primary Focus Area:** Dating back to the inception of the Memorial Trust in 1973, the primary and overarching grant making priority has been and continues to be programs that focus on education.

- **Education:** targets funds to organizations that provide educational opportunities or academic assistance to individuals who demonstrate an intellectual aptitude and a financial need. Examples include scholarships, fellowships, academic tutoring or counseling, literacy, and journalism.

**Secondary Focus Areas:** Secondarily, the Memorial Trust considers proposals within the areas of Arts and Culture, Community Initiatives, and Youth Programs. The Trustee's objective is to extend the primary educational focus by providing funding support within these additional program areas.

- **Arts and Culture:** offers grants that promote arts education and appreciation, particularly for young adults, via the development of educational curriculum and professional instruction including visiting artists and performance support for targeted populations.
- **Community Initiatives:** provides funding for programs or services that directly improve the quality of life within the geographic focus areas that we serve. Examples include support for libraries, food pantries and shelters, and neighborhood revitalization. Generally, the Memorial Trust does not seek proposals for health care initiatives or animal welfare programs.
- **Youth Programs:** offers grants that provide character education or enrichment opportunities via mentoring or after-school programming.

**Tertiary Focus Areas:** As a third priority, the Memorial Trust does consider proposals in the areas of Disabilities and Universal Access, Environmental, and Historic Preservation. As these are not core focus areas, funding is often limited. Priority will be given to proposals with an educational focus.

- **Disabilities and Universal Access:** grants to organizations in complying with ADA requirements within their facilities (e.g. elevator, handrails, automatic doors, and ramps) or offering services targeted for individuals with physical, mental, or emotional disabilities.
- **Environmental:** funds for organizations that strive to protect strategic parcels of land and bodies of water as well as programs that educate the general public on key environmental issues such as conservation and water management.
- **Historic Preservation:** funding for organizations that preserve historical artifacts (e.g. sites, structures, objects) and accounts (e.g. events), and educate the greater community on their significance. Examples include museums, historical societies and educational programming.

**Geographic Focus:** The majority of the Memorial Trust's grant funding is focused within three core geographic regions (i.e. Central New York, Northern Nevada, and New Jersey). While there is not a geographic restriction, the Trustees prefer to be directly engaged and have oversight of the grants that are made.

It is the Memorial Trust's general policy to give preference to proposals seeking funds for new or enhanced programs, one-time, short-term grants to sustain a program until funding is stabilized, matching grants used to encourage the participation of other donors, and "last dollars" towards a capital campaign.

The Memorial Trust will not accept proposals from individuals or for-profit organizations. Additionally, the Memorial Trust does not encourage proposals from religious organizations or proposals for endowments, contingency funding, or debt reduction. There are no minimums or maximum grant amounts; however, most grants range from \$10,000 to \$25,000. First-time grants to organizations typically range from \$5,000 to \$10,000.

# THE JOHN BEN SNOW MEMORIAL TRUST

## GRANT APPLICATION PROCEDURES

The Memorial Trust is pro-active in seeking grant proposals from qualifying 501(c)(3) organizations. Additionally, the Memorial Trust accepts unsolicited proposals from qualifying organizations.

An initial letter of inquiry must be submitted via the Trust's online grant management system by January 31st of the year in which a grant is requested. If the proposal meets the stated guidelines and priorities of the Memorial Trust, grant application instructions will be sent to the applicant. If invited after the receipt of the letter of inquiry, all grant applications must be submitted via the Trust's online grant management system by April 1st of the year in which a grant is requested.

The Trustees may require additional information and possibly an interview or site visit. Any discussions or indications of interest should not be construed as a commitment by the Trustees. All complete grant applications are carefully considered and evaluated by the Trustees. Applicants are notified of the Trustees decision by July 1st. All approved grant applicants are required to sign a Grant Acceptance Agreement prior to any funds being released by the Memorial Trust.

## REPORTING RESPONSIBILITIES

Because the Trustees assume that the grantee has a moral and legal obligation to account for all funds received, each grantee is required to submit a grant report via the Trust's online grant management system by March 1st of the year after the approval of the grant. All grant reports are reviewed by the Trustees. Any change in plans must be approved by the Trustees. If a grantee fails to submit a formal report, the Trustees reserve the right to request that the grant funds be returned. Additionally, further grants will not be considered until a final report is received.

## TRUSTEES

Valerie A. MacFie

Jonathan L. Snow

Emelie M. Williams

BNY Mellon, N.A.

# THE JOHN BEN SNOW MEMORIAL TRUST

## FINANCIAL HIGHLIGHTS

Year Ended: 31 December 2018

|                           |               |
|---------------------------|---------------|
| Total Assets: .....       | \$ 28,398,722 |
| Excise Taxes: .....       | \$ 23,128     |
| Investment Revenue: ..... | \$ 2,670,864  |
| Grants Paid: .....        | \$ 1,348,500  |

## GRANTS APPROVED FOR PAYMENT IN FISCAL YEAR 2018

### PRIMARY FOCUS AREA:

#### EDUCATION

|  |  |
|--|--|
| Adirondack Experience -<br>Blue Mountain Lake, NY.....\$ 15,000<br><i>Education Van</i>                                  | New York Botanical Garden -<br>Bronx, NY .....\$ 7,500<br><i>Professional Learning for Teachers Program</i>            |
| Animal Ark, Inc - Reno, NV.....\$ 7,000<br><i>Cabana Roofing Project</i>   | Northern Nevada Children's<br>Cancer Foundation - Reno, NV .....\$ 10,000<br><i>Inspire Scholarship Program</i>        |
| Breakthrough Urban Ministries, Inc. -<br>Chicago, IL.....\$ 15,000<br><i>Breakthrough Beginners</i>                      | On Point for College, Inc. -<br>Syracuse, NY.....\$ 20,000<br><i>Scholars Program</i>                                  |
| Colonial Williamsburg Foundation -<br>Williamsburg, VA .....\$ 40,000<br><i>2020 Institute for New Jersey Teachers</i>   | Pulaski Academy & Central School -<br>Pulaski, NY.....\$ 40,000<br><i>Academic Achievement Awards</i>                  |
| Dyckman Farmhouse Museum<br>Alliance - New York, NY .....\$ 5,000<br><i>Hands-on Education Programs</i>                  | Safe Haven Wildlife Sanctuary -<br>Imlay, NV .....\$ 8,000<br><i>Educational Program Classroom and Welcome Center</i>  |
| Geneva Reads - Geneva, NY .....\$ 5,000<br><i>Hispanic Literacy</i>  | Savannah College of Art and<br>Design, Inc. - Savannah, GA.....\$ 15,000<br><i>School of Building Arts Scholarship</i> |
| Houghton College - Houghton, NY...\$ 10,000<br><i>Engineering Laboratory Furniture &amp; Equipment</i>                   | Sierra Nevada Journeys - Reno, NV ...\$ 8,000<br><i>Overnight Outdoor Learning</i>                                     |
| KNPB Channel 5 - Reno, NV .....\$ 10,000<br><i>Ready to Learn</i>  | Sultana Education Foundation -<br>Chestertown, MD .....\$ 20,000<br><i>The Lawrence Wetlands Preserve</i>              |
| Lake Tahoe Shakespeare Festival -<br>Incline Village, NV .....\$ 10,000<br><i>Educational Outreach Programs, 2019-20</i> | Syracuse University - Syracuse, NY ...\$ 25,000<br><i>National Veterans Resource Center</i>                            |
| Nevada Museum of Art - Reno, NV ...\$ 7,500<br><i>School Tours Program</i>   | The Cooper Union for the Advancement<br>of Science and Art - New York, NY...\$ 15,000<br><i>STEM Saturdays</i>         |
|  | The Fort Ticonderoga Association -<br>Ticonderoga, NY.....\$ 10,000<br><i>Exhibit and Programming</i>                  |

# THE JOHN BEN SNOW MEMORIAL TRUST

|  |           |
|--|-----------|
| The Montpelier Foundation -<br>Orange, VA .....                        | \$ 25,000 |
| <i>Professional Development Seminars for Teachers</i>                  |           |
| The Society for the Prevention<br>of Teen Suicide - Freehold, NJ ..... | \$ 5,000  |
| <i>Mental Health Crisis Toolkit</i>                                    |           |
| Truckee Meadows Parks Foundation -<br>Reno, NV .....                   | \$ 12,500 |
| <i>Student Stewards Program</i>  |           |
| University of Nevada,<br>Reno Foundation - Reno, NV .....              | \$ 30,000 |
| <i>Bilingual Media Program</i>   |           |
| University of Nevada,<br>Reno Foundation - Reno, NV .....              | \$ 40,000 |
| <i>Act Two</i>   |           |
| Urban Roots - Reno, NV .....   | \$ 25,000 |
| <i>Addressing Food Insecurity through Instruction</i>                  |           |

**\$440,500**

## SECONDARY FOCUS AREAS:

### ARTS & CULTURE

|   |           |
|---|-----------|
| Arts for All Nevada - Reno, NV .....                | \$ 5,000  |
| <i>Arts in Education Workshops</i>                  |           |
| Born Dancing, Inc. - New York, NY ...               | \$ 5,000  |
| <i>Dance Education &amp; Apprenticeships</i>        |           |
| Churchill Arts Council - Fallon, NV ...             | \$ 10,000 |
| <i>Oats Park Art Center</i>                         |           |
| Count Basie Theatre - Red Bank, NJ. ...             | \$ 50,000 |
| <i>The Future Is Now Capital Campaign</i>           |           |
| Dieu Donné - Brooklyn, NY .....                     | \$ 8,000  |
| <i>Internship Program</i>                           |           |
| Kent County Arts Council -<br>Chestertown, MD ..... | \$ 10,000 |
| <i>Arts in Motion/Building Renovation</i>           |           |
| Kitchen Theatre Company -<br>Ithaca, NY .....       | \$ 5,000  |
| <i>Lighting System Upgrade</i>                      |           |

|   |           |
|---|-----------|
| Lincoln Center for the Performing<br>Arts, Inc. - New York, NY .....    | \$ 12,000 |
| <i>Teen Engagement Programs</i>   |           |
| Munson-Williams-Proctor Arts<br>Institute - Utica, NY .....             | \$ 15,000 |
| <i>Renovating Art Odyssey</i>   |           |
| Paper Mill Playhouse - Millburn, NJ ...                                 | \$ 30,000 |
| <i>Wireless Microphones: FCC Ruling on<br/>New Spectrum Frequencies</i> |           |
| Reno Little Theater - Reno, NV .....                                    | \$ 5,000  |
| <i>Reno Little Theater Education Program</i>                            |           |
| Reno Philharmonic Association -<br>Reno, NV .....                       | \$ 12,500 |
| <i>Kids Program</i>   |           |
| Renown Health Foundation -<br>Reno, NV .....                            | \$ 5,000  |
| <i>More Art Everywhere</i>  |           |

|   |           |
|---|-----------|
| State Theatre Regional Arts Center<br>at New Brunswick -<br>New Brunswick, NJ ..... | \$ 50,000 |
| <i>Multi-Purpose Studio Space and<br/>Stage Renovation</i>                          |           |

**\$222,500**

### COMMUNITY INITIATIVES

|   |           |
|---|-----------|
| 180 Turning Lives Around -<br>Hazlet, NJ .....                      | \$ 5,000  |
| <i>Outfitting Family Justice Center for Children's Services</i>     |           |
| Adirondack Sky Center & Observatory -<br>Tupper Lake, NY .....      | \$ 10,000 |
| <i>Community Education in the Science of Astronomy</i>              |           |
| Central New York Community<br>Foundation, Inc. - Syracuse, NY ..... | \$ 10,000 |
| <i>Greater Pulaski Community Endowment Fund</i>                     |           |
| Central New York Community<br>Foundation, Inc. - Syracuse, NY ..... | \$ 35,000 |
| <i>Strategic Partnership Fund</i>                                   |           |
| Food Bank of Central New York -<br>Syracuse, NY .....               | \$ 10,000 |
| <i>Volunteer Engagement and Warehouse Renovation</i>                |           |

# THE JOHN BEN SNOW MEMORIAL TRUST

Food Bank of Northern Nevada -  
McCarran, NV .....\$ 10,000  
*Northern Nevada Mobile Harvest*

Fulfill - Neptune, NJ. ....\$ 5,000  
*Providing Fresh Produce to Families*

High Braes Refuge, Inc. -  
Redfield, NY .....\$ 10,000  
*Window Replacement*

Lunch Break, Inc. - Red Bank, NJ. ....\$ 25,000  
*Capital Campaign*

Ocean County YMCA -  
Toms River, NJ .....\$ 20,000  
*Family Activity Center*

Preservation Revitalization  
of Pulaski - Pulaski, NY .....\$ 10,000  
*South Park Message Board*

Rocky Mountain Public Media -  
Denver, CO .....\$ 15,000  
*Insight with John Ferrugia*

Shore House - Long Branch, NJ. ....\$ 4,000  
*Technology Upgrade*

Trauma Intervention Program  
of Northern Nevada, Inc. - Reno, NV ..\$ 5,000  
*Volunteer Recruitment, Training, and Retention*

United Community Ministries -  
Alexandria, VA. ....\$ 8,000  
*Technology Infrastructure Upgrade*

**\$182,000**

## YOUTH PROGRAMS

Bonnie Brae - Liberty Corner, NJ .....\$ 25,000  
*Second Century Campaign*

Boys & Girls Clubs of  
Western Nevada - Carson City, NV ...\$ 10,000  
*"Tween" Center and Programs*

Brady Faith Center - Syracuse, NY ....\$ 18,000  
*Increase Youth and Teen Leadership Capacity*

Frost Valley YMCA - Claryville, NY ....\$ 50,000  
*Cabin Renovation*

Hope House - Washington, DC. ....\$ 10,000  
*Father to Child and College Challenge Program*

MEFIYI Foundation -  
Gardnerville, NV .....\$ 6,000  
*Me for Incredible Youth*

Reno Bike Project - Reno, NV .....\$ 7,500  
*Major Taylor Program*

Reno Food Systems - Reno, NV. ....\$ 12,000  
*'Park Farm' Youth Agricultural Intern Program*

Tahoe Rim Trail Association -  
Stateline, NV .....\$ 10,000  
*Bridging the Gap: Nature and Underserved Youth*

Tamassee DAR School -  
Tamassee, SC .....\$ 5,000  
*Facility Renovation*

The Vitamin L Project of the Center for  
Transformative Action - Ithaca, NY ...\$ 5,000  
*Character Education Concerts*

Victory Ranch, Inc. - Reno, NV .....\$ 12,500  
*Arena Cover*

**\$171,000**

## **TERTIARY FOCUS AREAS:**

### DISABILITIES AND UNIVERSAL ACCESS

CARE Chest of Sierra Nevada -  
Reno, NV .....\$ 15,000  
*Medical Resource Programs*

Family Resource Associates Inc. -  
Red Bank, NJ. ....\$ 10,000  
*Imagine the PossAbilities*

Fenimore Art Museum -  
Cooperstown, NY. ....\$ 12,500  
*Research Library Accessibility*

Freedom Guide Dogs for  
the Blind, Inc. - Cassville, NY .....\$ 5,000  
*Replacing Kennel Wall Partitions*

# THE JOHN BEN SNOW MEMORIAL TRUST

Heritage Christian Services -  
Rochester, NY .....\$ 2,700  
*Springdale Farm Accessibility*

INCLUDEnyc - New York, NY .....\$ 15,000  
*High School Launch*

Keystone Human - Harrisburg, PA ....\$ 3,000  
*Investments in Independent Living*

LifeTown - Livingston, NJ .....\$ 10,000  
*Capital Campaign Final Phase*

Nevada Children's Foundation, Inc. -  
Carson City, NV .....\$ 8,000  
*Children's Home Respite Care Program*

Special Strides - Monroe, NJ .....\$ 7,000  
*ADA Ramp Access to Main Office*

Teaching the Autism Community  
Trades - Denver, CO .....\$ 10,000  
*Student Scholarship Program*

The Midland School -  
North Branch, NJ .....\$ 3,000  
*Security Upgrade*

The Northern Nevada R.A.V.E.  
Family Foundation - Sparks, NV .....\$ 8,000  
*Family Center, Jr. RAVE and Teen RAVE Programs*

The Vivian Beaumont Theater, Inc. -  
New York, NY .....\$ 20,000  
*LCT's Claire Tow Theater Induction Loop*

Trinitas Health Foundation -  
Elizabeth, NJ .....\$ 7,000  
*Geriatric Inpatient Room*

Westfield Area Y - Westfield, NJ .....\$ 20,000  
*ADA Compliant Family Locker Rooms*

**\$156,200**

## ENVIRONMENT

Association of Nature Center  
Administrators - Logan, UT .....\$ 2,400  
*Scholarship Support*

Friends of Nevada Wilderness -  
Sparks, NV .....\$ 12,000  
*Northern Nevada Stewardship Program*

Keep Truckee Meadows Beautiful -  
Reno, NV .....\$ 12,000  
*Warriors Youth Education Program*

League to Save Lake Tahoe -  
South Lake Tahoe, CA .....\$ 12,000  
*Keep Tahoe Blue Environmental Education  
and Natural Resources Programs*

Leave No Trace Center for  
Outdoor Ethics - Boulder, CO .....\$ 15,000  
*Citizen Science for Hot Spots*

The Nature Conservancy -  
Rochester, NY .....\$ 15,000  
*Pulaski Office Facility Upgrades*

**\$ 68,400**

## HISTORIC PRESERVATION

Gettysburg Foundation -  
Gettysburg, PA .....\$ 25,000  
*George Spangler Farm Education Center*

Olana Partnership - Hudson, NY .....\$ 11,000  
*Court Hall Stair Carpet Reproduction*

The Goldfield Historical Society -  
Goldfield, NV .....\$ 14,000  
*Replacement of Front Entrance Steps*

The Historic Fourth Ward School  
Foundation - Virginia City, NV .....\$ 20,000  
*West Retaining Wall*

Thunderbird Lodge Preservation  
Society - Incline Village, NV .....\$ 12,000  
*Preservation of Thunderbird Lodge*

**\$ 82,000**

**GRAND TOTAL \$1,322,600**